

Secure Data Erasure: What is the Opportunity for you as a Value Added Reseller?

Type of Market



Mobile Devices/Tablets



Desktop



Servers/Storage

What's the opportunity for selling data erasure solutions?

Mobile Returns

According to Pew Research, as of 2017, 95 percent of Americans now own a mobile phone of some kind. Most of these mobile devices hold some type of sensitive business email—whether it's strictly business phones or personal devices that hold corporate emails and information. These present a potential (sometimes hidden) risk to enterprise organizations that don't have security policies in place to govern such data. Selling Blancco Mobile Device Eraser provides enterprises with assurance that phones have been securely wiped both when a device reaches end-of-life and when an employee leaves the organization. Adding this service enhances an enterprises' overall security portfolio.

Customer Demand

Every IT department struggles to defend its organization against data breaches. That's why security experts recommend a risk management approach to minimize the likelihood and impact of these attacks. For many large enterprise customers, integrating Blancco File Eraser across all company desktops and laptops means deleted files can be securely erased. Offering this service gives you the ability to close the gap in security solutions for your customers.

Other uses:

- File removal off servers (to fulfill EU GDPR)
- Required data removal audit trail
- Enterprise IT Policies

Regulatory & Compliance

According to Data Age, 163 trillion gigabytes of data will be created by 2025. Within this explosive data environment, more information is stored remotely in data centers, and the increased popularity of virtualized work desks creates complex data storage environments. Simply deleting data isn't enough to guarantee security, privacy and compliance with increasing regulations. Secure data erasure meets all data sanitization requirements.

Example: The Right to be Forgotten allows EU citizens to request removal of their data from your systems.